

## CLAIMS

What is claimed is:

- 1    1.    A method for delivering search results for searches conducted over a network, the method  
2           comprising the steps of:  
3           establishing an association between one or more links to resources, one or more  
4           conditions, and one or more items;  
5           in response to a search for resources that is initiated at a client on said network,  
6           performing the steps of  
7           identifying a set of links to resources that satisfy said search;  
8           inspecting said association to determine whether any links in said set of links are  
9           associated with an item of the one or more items and satisfy a condition of  
10           the one or more conditions; and  
11           delivering search results over said network, wherein said search results include  
12           any items that are associated, in said association, with links, in said set of  
13           links, that are both associated with a resource that satisfies said search and  
14           that satisfy a condition of the one or more conditions.
- 1    2.    The method of Claim 1, wherein resources that correspond to said one or more links to  
2           resources are controlled by one or more first parties and said one or more items is  
3           associated with a second party that is different than said one or more first parties.
- 1    3.    The method of Claim 1, wherein at least one of said one or more items is a link to a  
2           resource that is not in said set of links to resources.

- 1 4. The method of Claim 1, wherein all of said one or more items are links to resources that  
2 are not in said set of links to resources.
- 1 5. The method of Claim 1, wherein said one or more links to resources is a uniform resource  
2 locator (URL).
- 1 6. The method of Claim 1, wherein said uniform resource locator (URL) is a hypertext link.
- 1 7. The method of Claim 1 wherein:  
2 the search is for web documents that reside on any one of the World Wide Web, an  
3 intranet, and an extranet network; and  
4 the step of identifying a set of links to resources that satisfy said search is performed by  
5 identifying a set of links to web documents that satisfy said search.
- 1 8. The method of Claim 1 wherein the step of establishing an association between one or  
2 more links to resources and one or more items includes associating a link to a resource  
3 with an item that is not derived from nor contained in a resource that corresponds to said  
4 link.
- 1 9. The method of Claim 1 wherein the step of delivering search results includes delivering  
2 said search results for display such that any item that is displayed based on the item's  
3 association with a link to a resource is displayed unassociated with said link to which the  
4 item is associated.
- 1 10. The method of Claim 1 wherein the step of delivering search results includes delivering  
2 said search results for display such that any item that is displayed based on the item's

association with a link to a resource is displayed in a frame of display that is different than a frame of said display in which said link to which the item is associated is displayed.

11. The method of Claim 1 wherein:

the step of delivering search results over said network to said client is part of a service performed by a first party;

said one or more items are associated with one or more second parties; and

the method further includes the step of said one or more second parties paying said first

party to associate said one or more items with links to resources that correspond to

resources that are controlled by one or more third parties.

12. The method of Claim 11, wherein at least one item of said one or more items is an

advertisement that is associated with a second party of said one or more second parties.

13. The method of Claim 1, wherein at least one item of said one or more items is

dynamically generated content.

14. A computer-readable medium carrying one or more sequences of instructions which,

when executed by one or more processors, causes the one or more processors to perform

the method recited in Claim 1.

15. A computer-readable medium carrying one or more sequences of instructions which,

when executed by one or more processors, causes the one or more processors to perform

the method recited in Claim 2.

- 1 16. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 3.
- 1 17. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 4.
- 1 18. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 5.
- 1 19. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 6.
- 1 20. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 7.
- 1 21. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 8.
- 1 22. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 9.

1 23. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 10.

1 24. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 11.

1 25. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 12.

1 26. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform  
3 the method recited in Claim 13.

1 27. A system comprising:  
2 means for establishing an association between one or more links to resources, one or more  
3 conditions, and one or more items;  
4 means for identifying a set of links to resources that satisfy a search for resources that is  
5 initiated at a client on said network;  
6 means for inspecting said association to determine whether any links in said set of links  
7 are associated with an item of the one or more items and satisfy a condition of the  
8 one or more conditions; and

9 means for delivering search results over said network, wherein said search results include  
10 any items that are associated, in said association, with links in said set of links that  
11 are associated with a resource that satisfies said search and that satisfy a condition  
12 of the one or more conditions.